

ABSTRACT

This study is titled A Case Study on Purchase Intention of McDonald's Products: The Role of Integrated Promotion System on Social Media Platforms and Applications. The research aims to analyze the impact of Social Media Marketing on consumers' Purchase Intention, considering the mediating variables of Trust, Customer Engagement, and Consumer-Based Brand Equity.

The research methodology employed is a quantitative approach, using survey questionnaires distributed to 207 respondents who are McDonald's customers in Semarang City. The data collected were analyzed using Structural Equation Modeling (SEM) to test the relationships among variables. The findings indicate that Social Media Marketing has a positive and significant effect on Trust, Customer Engagement, and Consumer-Based Brand Equity. However, the effect of Social Media Marketing on Purchase Intention is not significant and even shows a negative relationship. This suggests that while Social Media Marketing can enhance Trust, Customer Engagement, and Consumer-Based Brand Equity, it is not sufficient to directly encourage purchase intentions. Additionally, Trust and Customer Engagement did not have a significant influence on Purchase Intention, while Consumer-Based Brand Equity has a positive but insignificant effect.

The conclusion of this study is that although Social Media Marketing is effective in building Trust, Customer Engagement, and Consumer-Based Brand Equity, McDonald's global brand efforts need to be evaluated to adjust to consumer needs and expectations. Particularly amidst the ongoing global conflicts, McDonald's can leverage the role of an integrated promotion system using social media platforms and apps to provide information related to McDonald's brand services, thereby reaching a wider audience and maintaining a strong consumer base. This aims to sustain McDonald's position as a Top Global Franchise Brand.

Suggestions for future research include the need for further exploration of other variables that may mediate or moderate the relationship between Social Media Marketing and Purchase Intention, as well as conducting studies in a broader context to enhance the generalizability of the results.

Keywords: Social Media Marketing, Purchase Intention, S-O-R Theory, Boycott, McDonald's.